

Bonde returns to KAUR

By Dirk Moore

After spending a year in Bogota, Columbia, Brian Bonde has returned to Augustana and is resuming his position as General Manager of KAUR. During his absence, Matt Effkin assumed Bonde's responsibilities until January, when Doug Behrens took over.

Bonde returned from Bogota Feb. 15, and started work at the station April 1.

During the summer in Bogota, Bonde was enrolled with the HECUA program. An independent research project under this program allowed him the opportunity to study mass communications and literacy in a developing nation. Brian accompanied his wife, Susan Greeley, who was studying in Bogota under a Fulbright Scholarship.

Now that he is back, Bonde hopes to promote KAUR more. By doing this he hopes to "take a good thing and expand on it."



KAUR is unique in that it is a noncommercial radio station with a wide variety of entertainment. Bonde suggests that through promotion KAUR can

acquire more listeners to "take advantage of different and good programs."

"KAUR," says Bonde, "has reached a new stage in its maturity." One important reason for this is the augmentation of its voltage by 380 watts which has expanded its broadcasting service to a radius of 25 to 30 miles. This increased area has enhanced the station's capacity as a vehicle in bringing the community to the campus. Hence, KAUR is important to Augustana with respect to public relations and recruitment, Bonde said.

Bonde contends that KAUR has great potential, due primarily to its organization. Furthermore, commercial radio stations are supportive of KAUR, and allow a good environment for it to expand its potential.

According to Bonde, "As a low-powered, student-staffed station, this is the best I've ever seen."